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Semi-Structured Interview Guide

- A. Greeting and asking if the participants agree to be interviewed
- B. Asking permission to record the interview
- C. Short introduction
- D. Explain the purpose of interview
- E. Explain that the interviewee is allowed to withhold answers

Greeting, asking interviewee agreement to be interviewed and asking permission to record the interview (A, B, C)

Hello, good (morning / afternoon)

My name is Violina Tan and I am a final year student at Erasmus School of Economics majoring in Marketing. This interview is part of my thesis.

- Are you willing to be interview?
- Can I record this interview?

Short Introduction and Purpose of the Interview (C, D, E)

Dear (interviewee name),

I would firstly like to thank you for your time to participate in this interview. Again, this interview is part of my research thesis to be able to graduate from Erasmus School of Economics.

I am conducting this research to understand The Effect of Sustainable Marketing on Consumer Purchasing Decision, specifically on food products. However, this study will focus on the gen Z market in Indonesia. The purpose of this research to understand the correlation of sustainable marketing to the purchasing decision on the food product, including how aware are the generation Z on sustainable marketing, sustainable food products and how much they are willing to pay.

This interview will take approximately 60 minutes which is 1 hour. It is okay if you do not want to answer questions during the interviews. If you have any questions regarding the interview, feel free to ask.

1. Demographic question

1. Age – How old are you?
2. Living cities – Where do you live?
3. Level of education – What is your educational background?
4. Monthly spending – How much money do you usually spend per month?

2. Definition of sustainable marketing and sustainable food products according to Generation Z in Indonesia

Defining Sustainable Marketing

1. Where do you usually see information regarding sustainable product? 2. How familiar are you with sustainable marketing?
3. How do you describe Sustainable Marketing according to your perspective? 4. To what extent do you think sustainability is important for a product? Defining

Sustainable Food Product Choices

1. Where do you usually buy your groceries?
2. When do you usually buy your groceries?
3. Who usually accompanies you to do grocery shopping?
4. How much money do you spend monthly on food products?
5. What kind of food products you usually buy?
6. What aspects do you consider when purchasing food products?
7. How do you describe sustainable food product according to your perspective? 8. What kind of food products you perceive as sustainable?

3. Correlation between Sustainable Marketing and Sustainable Food Products

1. How do you know that the food product is sustainable?

2. Who affects your purchasing decision on food products?
3. To what extent sustainability affecting your choice on food products? 4. Where do you believe is the best place to purchase sustainable food products? 5. Why do you think that particular place is sustainable?

4. Conjoint Analysis: Willingness to Pay for Sustainable Food Product 1. Set aside taste and price, if you have two options for food product, will you choose the sustainable

food product or the non-sustainable one?

2. What is a food product price you consider as cheap?
3. If you have two option of cheap food product, sustainable and non-sustainable. How much are you willing to pay more for the sustainable product?
4. In percentage, how much are you willing to pay more for that product?
5. What is a food product price you consider as medium price, not cheap but not expensive?
6. If you have two option of medium price food product, sustainable and non sustainable. How much are you willing to pay more for the sustainable product?
7. In percentage, how much are you willing to pay more for that product?
8. What is the food product price you consider as expensive?
9. If you have two option of expensive food product, sustainable and non-sustainable. How much are you willing to pay more for the sustainable product?
10. In percentage, how much are you willing to pay more for that product?

Appendix 3: Interviews Result

Interview Date and Time		
Initial	Date	Time
Y.P	Thursday, July 28, 2022	8.00 A.M GMT +1
A.W	Friday, July 29, 2022	02.00 PM GMT+1
T.A	Thursday, July 28, 2022	11.00 AM GMT+1
R.W	Tuesday, July 26, 2022	11.30 AM GMT+1
A.T	Monday, July 25, 2022	07.45 PM GMT+1
N.S	Tuesday, July 26, 2022	02.00 PM GMT+1
F.P	Monday, July 25, 2022	06.00 PM GMT+1

Section 1: Demographic Questions				
Initial	Age	Living Cities	Level of Education	Monthly Spending
Y.P	19	Bandung, West Java	Engineering, Taiwan National University	Rp. 3.000.000,00
A.W	20	Jakarta	Ilmu Ekonomi, Universitas Gadjah Mada	Rp. 2.000.000,00 – Rp. 3.000.000,00
T.A	20	Jakarta	Business Management student, Universitas Gadjah Mada	Rp. 15.000.000,00



R.W	21	Tangerang Selatan, Banten	Accounting student, Universitas Gadjah Mada	Rp. 2.000.000,00
A.T	21	Kudus, Central Java	Marketing student, Universitas Gadjah Mada	Rp 1.500.000,00
N.S	22	Yogyakarta	Accounting student, Universitas Atma Jaya	Rp. 1.000.000,00 (the interviewee is not sure about the monthly spending)
F.P	22	Kediri, East Java	Business Management student, Universitas Gadjah Mada	Rp. 5.000.000,00

Section 2: Definition of sustainable marketing and sustainable food products according to Generation Z in Indonesia

Initial	Questions	Answers
<u>Defining Sustainable Marketing</u>		



Y.P	<ol style="list-style-type: none">1. Where do you usually see information regarding sustainable product?2. How familiar are you with sustainable marketing?3. How do you describe Sustainable Marketing according to your perspective?4. To what extent do you think sustainability is important for a product?	<ol style="list-style-type: none">1. I think on every product that I purchase. For example, like a water bottle or something like that. I can see the back of the product and know if it is sustainable or not through the production information. The product that I will convince that it is sustainable through the production system.2. To be honest, I am not interested in sustainable marketing as I am an engineering student, but I think I know about that (sustainable marketing).3. So in my opinion (pause) sustainable marketing is like if some or a company who wants to define this company as a sustainable and eco-friendly company.4. Yeah I think it's important and currently I'm majoring in information system engineering so it's about environment so I
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		really concerned about environment so it's crucial and sustainable product is pretty important for me.
A.W	<ol style="list-style-type: none"> 1. Where do you usually see information regarding sustainable product? 2. How familiar are you with sustainable marketing? 3. How do you describe Sustainable Marketing according to your perspective? 4. To what extent do you think sustainability is important for a product? 	<ol style="list-style-type: none"> 1. I see information about sustainable products from YouTube from the youtubers that I watch and also from Instagram and Twitter, where they have been a massive trend been on using sustainable products like. What are you trend on your own using water bottles product and being your own plus bring your own shopping bags to supermarkets and stuff like that. 2. I think I'm not so familiar in terms of like sustainable marketing itself. 3. I think, sustainable marketing means that you're going to campaign a product as green or you're going to market a product in the most sustainable way like maybe switching to a more environmentally friendly platforms, I think so yeah I think that's what it (sustainable marketing) means, but it's



only the way I think about it.



		<p>4. I think like as there's a lot, there has been many debates or topic ish conversations regarding the sustainable and sustainability over planets I think the issue of sustainable our of having a stable marketing or just they will product is getting more and more important each day, as it allows potential customers and customers to understand why is it so important in preserving our planet and what role can we do to help create that sustainability.</p>
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T.A

1. Where do you usually see information regarding sustainable product?
2. How familiar are you with sustainable marketing?
3. How do you describe Sustainable Marketing according to your perspective?
4. To what extent do you think sustainability is important for a product?

1. Ah (pause). For me, sustainable product (pause) it's mostly when we go shopping and then the product that we're sold like mostly from the marketing of the product and getting the sustainability information of it or information of a company (pause) from the websites telling them how the company is sustainable and etc.

2. Absolutely I'm not that familiar (pause) I'm mostly like only get the exposure from my shopping at the supermarkets to initiates if the product is sustainable and all (pause). But I'm not actually



		<p>really understand this by this sustainable marketing.</p> <p>3. Is this level marketing is where they're telling that the products that meet green and social criteria. For example, a company that is using a process that is ethical for the workers, (pause) and also the product that use less pollution in the operation process as usually company contributes to a lot of pollution, so the product is like go green and free (pause) free something (pause). And this, this is my understanding of sustainable marketing.</p> <p>4. I think all looking at the current situations today what is definitely important because, like the environment is starting to being exploited by the production of manufacturing and everything but regarding sustainability marketing I'm not quite sure it goes like this as there is so many green washing and etc like that.</p>
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R.W	1. Where do you usually see information regarding sustainable product?	1. Textbooks, papers, articles and some from the annual report for a company. 2. Very, I guess.
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	<p>2. How familiar are you with sustainable marketing?</p> <p>3. How do you describe Sustainable Marketing according to your perspective?</p> <p>4. To what extent do you think sustainability is important for a product?</p>	<p>3. When a product offers as sustainable (pause) probably when the company sometimes market their products with a logo or a certification from let's say, one of the particular in if I remember correctly, it's like in the packaging that we can see easily. It's in the seals where they have so shows the product that they are a sustainable and producing their goods are uh (pause) I guess that's all probably one of the particular or maybe sometimes they would put their annual report in kind of like green (pause) green things.</p> <p>4. This is a scale to one to 10 or um (pause) right now it's very important you can say that since you mentioned to global warming and stuffs so I guess how right now, people are trying to find a new energy source sources or trying to be as (pause) not destroying the environment as much as</p>
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		possible.
A.T	1. Where do you usually see information regarding sustainable product?	1. Brand, logo and product as there usually logo in product

	<p>2. How familiar are you with sustainable marketing?</p> <p>3. How do you describe Sustainable Marketing according to your perspective?</p> <p>4. To what extent do you think sustainability is important for a product?</p>	<p>that interpret the product is sustainable or not.</p> <p>2. I am pretty familiar because I am studying marketing which discuss a lot about sustainable marketing.</p> <p>3. Sustainable marketing is marketing your brand so people know that your brand or company or product is sustainable socially and environmentally.</p> <p>4. Depends on the product, some product does not require to be sustainable, for instance product that does not use any raw materials which can harm the environment and society, but some product also need to be sustainable, for example product that use plastic.</p>
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N.S	<ol style="list-style-type: none">1. Where do you usually see information regarding sustainable product?2. How familiar are you with sustainable marketing?3. How do you describe Sustainable Marketing according to your perspective?	<ol style="list-style-type: none">1. Maybe (from) food and beverage.2. Okay, in my opinion, sustainable marketing is good for business development. As far as I know, sustainable marketing like green marketing is good for companies, for example by practicing recycling on the company's products these
	<ol style="list-style-type: none">4. To what extent do you think sustainability is important for a product?	<p>actions can reduce the use of plastics that can cause global warming and increase the value of the company and the value of consumers. This will also have an impact on the company's sales and profits.</p> <ol style="list-style-type: none">3. That it is good for business development, and company (pause). It's good for company because it will increase company sales and profit.4. It may increase customer value (pause). Consumer oriented marketing.



F.P	<ol style="list-style-type: none">1. Where do you usually see information regarding sustainable product?2. How familiar are you with sustainable marketing?3. How do you describe Sustainable Marketing according to your perspective?4. To what extent do you think sustainability is important for a product?	<ol style="list-style-type: none">1. Sustainable product, probably in the Instagram or I saw some like green groceries like vegan stuff.2. I'm pretty familiar because I'm majoring in marketing but (pause) yeah pretty familiar3. om my perspective, sustainable marketing should be marketing that emphasize on environmental impact like decreasing CO2 emission or decreasing plastic use and then (pause) generally during the steps they're doing good for the environment.
		<ol style="list-style-type: none">4. I think it's really important because um if (pause) if a product is actually bad for the environment is that it's actually bad for the company and the product itself, which makes it a having a bad end of life how you said it like end of life back end of life for that product itself.
<u>Defining Sustainable Food Product Choices</u>		



Y.P

1. Where do you usually buy your groceries?
2. When do you usually buy your groceries?
3. Who usually accompanies you to do grocery shopping?
4. How much money do you spend monthly on food products?
5. What kind of food products you usually buy?
6. What aspects do you consider when purchasing food products?
7. How do you describe sustainable food product according to your perspective?
8. What kind of food products you perceive as sustainable?

1. I usually buy groceries on Seven Eleven or Family Mart near the place I stay, it is next door (pause). In Indonesia is like Indomaret or Alfamart, it (convenience store) is everywhere.
2. Weekly
3. I always do it (grocery shopping) alone.
4. My budget is about (pause) 3 million per year, but sometimes I got offered the budget for food (pause) because I like to try food and I love to eat something new (pause) and then so it's about three million of all of all of the budget that I have for one month it's used for the (pause) for the food.



		<p>5. Um (pause) lately I always eat vegan. Because it's cheap. But (pause) I can't define my focus on before because I eat everything, I eat meat, vegetables, I eat everything.</p> <p>6. Since i'm doing diet right now (pause). The most important thing is the calories and protein that I got from one meal. And, especially for me else as a student and I'm not living with my parents right I'm living alone here, so I need to buy and build them under the budget.</p> <p>7. So for me so sustainable product (pause) should be like (pause) a part of that can make the environment become healthier (pause). It can be defined as environmentally friendly, so it can be used as sustainable as possible. All the industry used recycle so it can be green and can be recycled. It can be used as 3dr reduce reuse recycle and can help the environment.</p> <p>8. Farming product, especially</p>
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the organic one. For example, like the vegetable from the organic vegetables.



A.W

1. Where do you usually buy your groceries?
2. When do you usually buy your groceries?
3. Who usually accompanies you to do grocery shopping?
4. How much money do you spend monthly on food products?
5. What kind of food products you usually buy?
6. What aspects do you consider when purchasing food products?
7. How do you describe sustainable food product according to your perspective?
8. What kind of food products you perceive as sustainable?

1. I usually buy my groceries from the nearest supermarket I guess yeah.
2. I think I buy my groceries like once a week.
3. Like when I lived in Jogja (*she live in Jogja for several month, but come back to Jakarta because of online learning*), I usually do my grocery shopping alone, sometimes I take a friend, but most of the time I do it on my own.
4. On food product I'd say around 1 million to like one and a half, because I eat and I sometimes cook so yeah.
5. Um (pause) for like daily basis, I buy the essentials food like bread milk sausages cheese, sometimes I buy some fruit says swell apples or oranges or watermelons sometimes I buy vegetables as well, like tomato and cucumber.
6. I think like when I'm doing grocery shopping, I consider is



the price of the product itself
and the quality of its product
and where this the product
come from for me personally
yeah. The price, the quality of



		<p>the product and the ingredients of the product itself.</p> <p>7. I think, sustainable food products, means that if you have to take into account the ingredients or the items that they put into the food product like make sure like if you're writing a vegetables, make sure that there's no you know part of dangerous substance that we put into it or they can still count (as sustainable product) how they grow their products like for me. I usually choose eggs that are more of like that are a more high quality products and from like a trusted farmers product so yeah I think that I take into account sustainable product as well when buying products.</p> <p>8. I think like (pause) the food products, I think as sustainable probably more that are like the healthier options, I guess, like food like fruits and vegetables, but also like products that comes from sustainable practices as well, like eggs and food like, for example, eggs and how they raise the</p>
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chicken, then what food they
feed the chicken



		also matters in terms of like creating that sustainability.
T.A	<ol style="list-style-type: none"> 1. Where do you usually buy your groceries? 2. When do you usually buy your groceries? 3. Who usually accompanies you to do grocery shopping? 4. How much money do you spend monthly on food products? 5. What kind of food products you usually buy? 6. What aspects do you consider when purchasing food products? 7. How do you describe sustainable food product according to your perspective? 8. What kind of food products you perceive as sustainable? 	<ol style="list-style-type: none"> 1. I usually buy my groceries at supermarkets. 2. I usually buy it once a week. Weekend probably. 3. Sometimes I shop all by myself and some time I shop with my friends. 4. Seven-point half billion rupiah. 5. What product I mostly buy like raw chicken and nugget which the product you can cook it fastly. Like frozen food product, I actually buy it a lot (pause). Like you can easily fry it at home, yeah, mostly raw materials food. 6. I'm consider the price and also about the expiry date (pause). When I'm shopping for food product I actually kind of considered the sustainability of it. 7. Hm (pause) I can say the sustainable level for the product. For instance, a Dutch chocolate, Tony's Choco Lonney, do you know that



brand? I read it (the packaging), and they they consider their PR have to be sustainable, because



		<p>they don't escalate their workers in the making of the product or the formula and then (pause). They're using raw materials that does not polluting the environment as well, I think that's how I describe a product that they're sustainable they don't disturb the farmers and also labor during the practice process on making the product.</p> <p>8. As long as, I already said earlier that it is how I perceive as sustainable (pause). For sustainability, there is this level (of sustainable). it's really in the product that if there is a saying that there's a certain level, but again like we cannot always trust the writing on the packaging or something, we just see green marketing that they using it in food product, they're might using false marketing and etc.</p>
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R.W	<ol style="list-style-type: none">1. Where do you usually buy your groceries?2. When do you usually buy your groceries?3. Who usually accompanies you to do grocery shopping?	<ol style="list-style-type: none">1. Most of the time supermarkets or sometimes I go to the (traditional) market.2. When (pause). When probably during my off times or probably in the weekend, I would say.
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	<p>4. How much money do you spend monthly on food products?</p> <p>5. What kind of food products you usually buy?</p> <p>6. What aspects do you consider when purchasing food products?</p> <p>7. How do you describe sustainable food product according to your perspective?</p> <p>8. What kind of food products you perceive as sustainable?</p>	<p>3. Sometimes I go with my mom or dad to accompany them or just by myself.</p> <p>4. I'll say one (million).</p> <p>5. Vegetables, beef, meat, snacks. What kind of food products maybe fruit as well.</p> <p>6. Is it expensive or not, also the expired date as well. Perhaps the taste as well.</p> <p>7. I guess (pause) manufacturing. When a company doing their production process, do you use less carbon for the machines, I guess, from the outputs to be more sustainable or they would use much more eco-friendly or environmentally friendly products. Try to make less carbon a production from they're producing like, for example in their part, transferring of the products.</p> <p>8. Um (pause) I guess what comes to my mind, is probably meatless food products, or maybe we call it a vegan food product.</p>
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A.T

1. Where do you usually buy your groceries?
2. When do you usually buy your groceries?

1. Traditional market (*pasar*) near my place.
2. Two times a week.

3. Who usually accompanies you to do grocery shopping?
4. How much money do you spend monthly on food products?
5. What kind of food products you usually buy?
6. What aspects do you consider when purchasing food products?
7. How do you describe sustainable food product according to your perspective?
8. What kind of food products you perceive as sustainable?

3. I'm always do my grocery shopping by myself, so alone.
4. Fifty percent of all my spending monthly, so Rp.750.000,00.
5. Meat in general, chicken, beef, pork.
6. Taste and price because in Indonesia price is really crucial in deciding food products you want to buy.
7. Hmm (pause), I am confused to answer this question (pause). Perhaps vegan? But I do not consider vegan food sustainable. Maybe the packaging, the one that use less plastic.
8. The sustainable food product is the kind that does not use plastic as packaging. Maybe healthy food, such as vegetables because sustainable is socially also, not only environmentally.



N.S	<ol style="list-style-type: none"> 1. Where do you usually buy your groceries? 2. When do you usually buy your groceries? 3. Who usually accompanies you to do grocery shopping? 4. How much money do you spend monthly on food products? 	<ol style="list-style-type: none"> 1. In supermarkets like Superindo (<i>Superindo is one of the most famous supermarkets in Yogyakarta</i>). 2. Once a week. 3. My mom. 4. I don't know the exact how much I spend for groceries, but
	<ol style="list-style-type: none"> 5. What kind of food products you usually buy? 6. What aspects do you consider when purchasing food products? 7. How do you describe sustainable food product according to your perspective? 8. What kind of food products you perceive as sustainable? 	<p>maybe Rp.500.000,00 per month.</p> <ol style="list-style-type: none"> 5. Vegetables, fruits, chicken, snack, seafood. That's all. 6. Fresh or not so the expiry date and price. 7. Production that doesn't cost water and air pollution, then products that are efficient and effective also safe to use for the community. 8. The healthy one that is good for health.



F.P	<ol style="list-style-type: none"> 1. Where do you usually buy your groceries? 2. When do you usually buy your groceries? 3. Who usually accompanies you to do grocery shopping? 4. How much money do you spend monthly on food products? 5. What kind of food products you usually buy? 6. What aspects do you consider when purchasing food products? 7. How do you describe sustainable food product according to your perspective? 	<ol style="list-style-type: none"> 1. I usually buy my groceries at supermarkets like Carefour or Giant (<i>Carefour and Giant are popular supermarkets in Indonesia</i>). 2. In the afternoon or in the morning, probably around eight and 12 those are the time. It's (grocery shopping) usually weekly because some products are (pause) has as a fast expiry date so I usually shop weekly. 3. My mom. 4. From the products, weekly I usually like around 300,000 rupiah ish. Monthly probably around 1 million ish or 1.3 (<i>million rupiah</i>) 1.4 (<i>million rupiah</i>).
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	<p>8. What kind of food products you perceive as sustainable?</p>	<p>5. Products I usually buy pasta and chicken and lately, I really like those vegan products with like vegan meatballs from I don't know it's it that's like called. Yeah, that's all.</p> <p>6. Expiry date and then price and then the size of the products and probably how sustainability is it like the last part of it.</p> <p>7. Probably the ones that use less plastic, like the one that uses cardboard instead of plastics and then probably less meat, I guess. (pause) And also, I usually look at the logo, some of them has like environmentally friendly stuff on it, labels. (pause) How it is how it is process, how it is produced and how it is packaged I think those sort of the types that I should, I think we should look at in terms of is sustainable food products.</p> <p>8. Um (pause) probably more to the vegan side because yeah living beings, they tend to provide like ammonia and CO2 so that's like ammonia</p>
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itself it's not sustainable, so
for me, most of the vegan
side, and also the



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The Effect of Sustainable Marketing for Food Products on Consumer Purchasing Decision of Generation Z in Indonesia

VIOLINA TAN, dr. (Arie) AT Barendregt

Universitas Gadjah Mada, 2023 | Diunduh dari <http://etd.repository.ugm.ac.id/>

		label the label is important for me.
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Section 3: Correlation between Sustainable Marketing and Sustainable Food Products

Initial	Questions	Answers
Y.P	<ol style="list-style-type: none"> 1. How do you know that the food product is sustainable? 2. Who affects your purchasing decision on food products? 3. To what extent sustainability affecting your choice on food products? 4. Where do you believe is the best place to purchase sustainable food products? 5. Why do you think that particular place is sustainable? 	<ol style="list-style-type: none"> 1. Oh it's from the packaging. I can know whether the product is sustainable or not from the package. 2. Myself. No one affect my purchasing decision. 3. Oh, of course I need to protect my world. I think that sustainability is really important and really affects my choice on food products. 4. I think in every supermarket or convenience store as long as that there is the section for sustainable food products. 5. I personally think that convenience store is sustainable because we can find it everywhere (pause). And easily it's like very convenient for me to go there because it's it's like everywhere. For example, like in Indonesia like they're Indomart and Alfamart, it's everywhere around the places.



A.W	<ol style="list-style-type: none">1. How do you know that the food product is sustainable?2. Who affects your purchasing decision on food products?3. To what extent sustainability affecting your choice on food products?4. Where do you believe is the best place to purchase sustainable food products?5. Why do you think that particular place is sustainable?	<ol style="list-style-type: none">1. I guess from the ingredients from the from the descriptions of the product in the cardboard boxes, or in the food packaging as well, and you can also Google, the food product and the company that produces that as well, so I think you can get a lot of information from those two itself.2. I think most of it comes from my mom I guess because she also she prefers to buy food that are more like have a high quality ingredients, she buys food from sustainable practices more than me I guess so yeah I learned that because of her.3. For me, I guess it influences the way that my family and myself eat a lot, because we prefer like having at home because we grow food our own in our House, we have our own little garden, where we grow our own vegetable and our own fruits as well, so I think it
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		<p>plays a lot into the food that we eat every day.</p> <p>4. Um (pause) in Indonesia (pause). I actually not sure about it but probably like in Indonesia well in Jakarta</p>
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		<p>specifically there's already a lot of stores that promotes sustainability as well, and they only sell products that are sustainable and that are like vegan and that's a much more healthier options, so I guess that's the best way you can purchase it, but yet I guess yeah I think that's my answer.</p> <p>5. I guess it's from the way that the market that and how, when you enter the store, you can see that most of their products, their comes from like a high quality You know, producers and you know that the kind of you know exactly like oh, this is much more like healthier options for sustainable options for food, rather than the one that you buy in like in low moderate or are super indoor like that.</p>
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T.A	<ol style="list-style-type: none">1. How do you know that the food product is sustainable?2. Who affects your purchasing decision on food products?3. To what extent sustainability affecting your choice on food products?	<ol style="list-style-type: none">1. Through the packaging (pause) and sometimes (pause) if you're buying like a bottle of water, you can feel the product and the packaging like something we know if these product is sustainable or not. sometimes when we press the packaging of the product, we could also feel
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	<p>4. Where do you believe is the best place to purchase sustainable food products?</p> <p>5. Why do you think that particular place is sustainable?</p>	<p>like again this product is sustainable related product and if I found the material can dissolve.</p> <p>2. Mostly, my friends, I have one friend who really cares but the environment so by and then, if we go shopping as well, we tried to not use plastic as possible because, like we're trying to stay sustainable. I think my friend is the one who was affecting my purchasing decision on food product.</p> <p>3. I think, sustainability is a big component for me. Using sustainable component prior to food product I want to buy, it is getting real.</p> <p>4. Hm (pause) I am not sure where do you can buy sustainable food product. Perhaps supermarket. I think the issue is the way you do you're shopping, like just use less plastic and shop for healthier product (pause) and then it may be, if you go to the supermarket they serve a variety of brands of product, where we can get the sustainable product</p>
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also (pause). If you want the
sustainable product,



		<p>supermarket serve up values of the brand that offers a sustainability point.</p> <p>5. Again, because supermarket has section that serves sustainable product. You can get sustainable product from one of the section.</p>
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R.W	<ol style="list-style-type: none">1. How do you know that the food product is sustainable?2. Who affects your purchasing decision on food products?3. To what extent sustainability affecting your choice on food products?4. Where do you believe is the best place to purchase sustainable food products?5. Why do you think that particular place is sustainable?	<ol style="list-style-type: none">1. I'll look at the back of their products and say like if they have like certification of like sustainable thing. Maybe from the packaging, probably, you can see the logo behind it, where they state that, like the use of less carbon or something. Also (look information in the packaging about) environmental friendly products on the environmental friendly labor to produce those goods.2. I think myself. Because I decide everything myself, Maybe like naming people from my home or from my from my environment from the schools from the University they don't really like have asked me to buy products that are sustainable, but more like yeah okay if I've seen this product has a sustainable label on it, I guess, I
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		<p>would buy that. But I see the price, so I would see like if it's not worth it there, I would probably bought it.</p> <p>3. On a scale one to ten, one hundred I guess. Again, it depends on the price, because like sometimes food that is a sustainable food products individually is something that costs more money, and I know if I say if I'm living alone and I don't have to live with my own self or probably see the one that's much more cheaper. But if it's tasty, then I would probably buy yeah I would buy this sustainable product if it's much more tastier.</p> <p>4. I will say this for (traditional) market, I guess, but sometimes let's say in the market or in the kind of food my open food market like (pause) let say you go to the traditional market and immediately to like sell this as a package in like banana leaf. I guess that's one of the places to start with I guess that's</p>
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one of
the more sustainable process
of buying food product in the
open market rather than if
you went



		<p>to like kind of supermarket. For instance, tempeh, where in the supermarket the packaging made of plastic, I guess it's kind of most of the time you will find it in the market with leaf instead of plastic.</p> <p>5. Open market is sustainable I guess because they're trying to push as much as less plastic as much as possible and let's say you're probably tried to emphasize on what I forgot pull or push marketing, but they were probably put kind of like a discount on the sustainable product so that other people who always mention always go to the supermarket with thinking hey in here they sold something cheap (pause) and then when they say about sustainable. So I guess that's why it is one of the ways to buy sustainable food product and being responsible because they have this kind of like obligation, I guess, like not</p>
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obligation but
there was sometimes promote
those kinds of things much
more clear than in an open one.



A.T	<ol style="list-style-type: none">1. How do you know that the food product is sustainable?2. Who affects your purchasing decision on food products?3. To what extent sustainability affecting your choice on food products?4. Where do you believe is the best place to purchase sustainable food products?5. Why do you think that particular place is sustainable?	<ol style="list-style-type: none">1. From the marking such as logo and perhaps the packaging.2. My friend.3. (pause) To what extent? (pause) I don't know (pause) If it is cheap than I maybe buy it, or (pause) if there is a bonus promotion.4. Traditional market, because it is the most healthy. because it is usually providing the freshest food compares to supermarket.5. Because the fresh food does not use any <i>pengawet</i> (in English: preservative) and even thought they use plastic bag, they use one plastic bag for a lot of thing. Not like supermarket where they use one plastic bag or plastic item per food
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N.S	<p>1. How do you know that the food product is sustainable?</p> <p>2. Who affects your purchasing decision on food products?</p> <p>3. To what extent sustainability affecting your choice on food products?</p> <p>4. Where do you believe is the best place to purchase sustainable food products?</p>	<p>1. Because it's good for <i>(people's)</i> health. So vegetables, salad and juice. It's s functioning makes a food product is sustainable.</p> <p>2. My friends, and my family.</p> <p>3. if it is affordable and taste good. And it is fresh or not.</p> <p>4. In supermarket. Yes. (pause) Because it's has sustainable option.</p> <p>5. Because it has a shelf with this like sustainable things and</p>
	<p>5. Why do you think that particular place is sustainable?</p>	<p>expected (pause) to has sustainable option.</p>



F.P	<ol style="list-style-type: none"> 1. How do you know that the food product is sustainable? 2. Who affects your purchasing decision on food products? 3. To what extent sustainability affecting your choice on food products? 4. Where do you believe is the best place to purchase sustainable food products? 5. Why do you think that particular place is sustainable? 	<ol style="list-style-type: none"> 1. Probably label because it's government like regulated so they go through several rigorous process to it so yeah label is one of the easiest ones. 2. My mom mostly because she likes sets the diet for the family, she knows the best so probably mom. 3. It is still a moderate impact, not that big but it's slowly growing but it's not like hundred percent it's more like 50% thing. 4. Um (pause) probably there's a so called a supermarket like there's an expensive one I forgot what the name probably Ranch Market. They (<i>Ranch Market</i>) provide a large selection of sustainable food products, so a larger (<i>sustainable option</i>) compared to the conventional supermarket. So those are the places, Ranch Market. 5. Sustainable because (pause) a lot of sustainable products they're offered rather than the Giant and Carefour.
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Section 4: Conjoint Analysis: Willingness to Pay on Sustainable Food Product



Initial	Questions	Answers
Y.P	<p>1. Set aside taste and price, if you have two options for food product, will you choose the sustainable food product or the non-sustainable one?</p> <p>2. What is a food product price you consider as cheap?</p> <p>3. If you have two option of cheap food product, sustainable and non sustainable. How much are you willing to pay more for the sustainable product?</p> <p>4. In percentage, how much are you willing to pay more for that product?</p> <p>5. What is a food product price you consider as medium price, not cheap but not expensive?</p> <p>6. If you have two option of medium price food product, sustainable and non sustainable. How much are you willing to pay more for the sustainable product?</p> <p>7. In percentage, how much are you willing to pay more for that product?</p>	<p>1. I'll just do the sustainable one. 2. Maybe around 50.000 rupiah. 3. Extra 10.000 rupiah.</p> <p>4. I'm willing to pay the product for 80 or 90 percent more.</p> <p>Because lately, I always eat poke bowl. I don't know how to spell it, it's like a rice ball and it contains like four vegetables and one protein and it's very healthy and I think it's for sustainable it's an example for sustainable food product for me. And it's the prices around 60 to 70,000 rupiah.</p> <p>5. Maybe 70.000 until 80.000 rupiah.</p> <p>6. I think same extra 10,000 rupiah.</p> <p>7. For this one I will go with 70 percent because if the meal price is higher than 80,000 meal and it's kind of not worth it for me as a student.</p> <p>8. Expensive is above 100,000 per meal.</p> <p>9. Hmm (pause) it could be 0.</p> <p>10. Um (pause) maybe about</p>



20 percent more.



	<p>8. What is the food product price you consider as expensive?</p> <p>9. If you have two option of expensive food product, sustainable and non sustainable. How much are you willing to pay more for the sustainable product?</p> <p>10. In percentage, how much are you willing to pay more for that product?</p>	
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A.W

1. Set aside taste and price, if you have two options for food product, will you choose the sustainable food product or the non-sustainable one?

2. What is a food product price you consider as cheap?

3. If you have two option of cheap food product, sustainable and non sustainable. How much are you willing to pay more for the sustainable product?

4. In percentage, how much are you willing to pay more for that product?

5. What is a food product price you consider as medium price, not cheap but not expensive?

1. I think like sustainable one.

2. Around 30,000 upwards 50,000 upwards between those.

3. I guess I'm willing to pay like a much more expensive one. for like sustainable product. By how much Rp.50.000,00 (more) I guess.

4. It's like 70%, 80% or 75% let's just say it like.

5. Medium price, I'm thinking like Rp.70.000,00 for like the medium priced one at.

6. I'm willing to pay Rp.40.000,00 more.

7. I'm willing to pay like 80% or 90% more I guess.

8. As expensive, I guess, like hundred like 80.000 or 100.000 rupiah.



	<p>6. If you have two option of medium price food product, sustainable and non sustainable. How much are you willing to pay more for the sustainable product?</p> <p>7. In percentage, how much are you willing to pay more for that product?</p> <p>8. What is the food product price you consider as expensive?</p> <p>9. If you have two option of expensive food product, sustainable and non sustainable. How much are you willing to pay more for the sustainable product?</p> <p>10. In percentage, how much are you willing to pay more for that product?</p>	<p>9. I'm willing to pay like a much more for the sustainable product. And the exact amount per product is 100.000 rupiah I guess.</p> <p>10. I'm willing to pay 80% more.</p>
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T.A	<p>1. Set aside taste and price, if you have two options for food product, will you choose the sustainable food product or the non-sustainable one?</p> <p>2. What is a food product price you consider as cheap?</p> <p>3. If you have two option of cheap food product, sustainable and non</p>	<p>1. Of course the sustainable one.</p> <p>2. It really depends on the product, Can we specify what is the product itself? Um (pause) if any than I'll go with 20.000 rupiah.</p> <p>3. I'm willing to pay Rp.35.000,00 for the product (Rp.15.000,00 more)</p> <p>4. Maybe 60 to 70 percent more.</p>
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	<p>sustainable. How much are you willing to pay more for the sustainable product?</p> <p>4. In percentage, how much are you willing to pay more for that product?</p> <p>5. What is a food product price you consider as medium price, not cheap but not expensive?</p> <p>6. If you have two option of medium price food product, sustainable and non sustainable. How much are you willing to pay more for the sustainable product?</p> <p>7. In percentage, how much are you willing to pay more for that product?</p> <p>8. What is the food product price you consider as expensive?</p> <p>9. If you have two option of expensive food product, sustainable and non sustainable. How much are you willing to pay more for the sustainable product?</p> <p>10. In percentage, how much are you willing to pay more for</p>	<p>5. Um (pause) Rp. 40.000,00 maybe.</p> <p>6. Maybe Rp. 50.000,00 (Rp.10.000,00 more)</p> <p>7. Twenty to thirty percent.</p> <p>8. Sixty thousand rupiah (Rp.60.000,00)</p> <p>9. I will pay Rp.70.000,00 (Rp.10.000,00 more).</p> <p>10. Twenty percent (20%).</p>
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that product?



R.W

1. Set aside taste and price, if you have two options for food product, will you choose the sustainable food product or the non-sustainable one?
2. What is a food product price you consider as cheap?
3. If you have two option of cheap food product, sustainable and non sustainable. How much are you willing to pay more for the sustainable product?
4. In percentage, how much are you willing to pay more for that product?
5. What is a food product price you consider as medium price, not cheap but not expensive?
6. If you have two option of medium price food product, sustainable and non sustainable. How much are you willing to pay more for the sustainable product?
7. In percentage, how much are you willing to pay more for that product?
8. What is the food product

1. Step aside taste and price yeah that would probably all things I considered, I guess yeah I would probably buy sustainable food.
2. Oh (pause) Is it for like (pause) let's say if it's for weekly grocery I would probably say below 100 (below Rp.100.000,00). This what I consider cheap, 100,000.
3. The sustainable food product is higher than non-sustainable one (pause) uh (pause) it was about Rp.200.000,00 I guess.
4. The percentage (pause) I will say yeah I would say 50% more.
5. 150 maybe (Rp. 150.000,00). 6. Um (pause) I'll probably see the sustainable one and I guess the price is 150 but below 200 (Rp.150.000,00 – Rp. 200.000,00).
7. I guess the same as before, so 50% more.
8. Above Rp.200.000,00
9. If the sustainable one is higher than the non-sustainable one (pause) I guess if it is more than Rp.200.000,00 I stick



	price you consider as expensive?	with the cheaper one. If it is above
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	<p>9. If you have two option of expensive food product, sustainable and non sustainable. How much are you willing to pay more for the sustainable product?</p> <p>10. In percentage, how much are you willing to pay more for that product?</p>	<p>(Rp.200.000,00) I'm not willing to pay more because it is my budget.</p> <p>10. - <i>(not willing to pay more, question not asked)</i></p>
A.T	<p>1. Set aside taste and price, if you have two options for food product, will you choose the sustainable food product or the non-sustainable one?</p> <p>2. What is a food product price you consider as cheap?</p> <p>3. If you have two option of cheap food product, sustainable and non sustainable. How much are you willing to pay more for the sustainable product?</p> <p>4. In percentage, how much are you willing to pay more for that product?</p> <p>5. What is a food product price you consider as medium price, not cheap but not expensive?</p>	<p>1. Sustainable food product of course.</p> <p>2. Less than Rp. 5.000,00</p> <p>3. Rp. 3.000,00 more.</p> <p>4. Around 60% more.</p> <p>5. Around Rp.9.000,00</p> <p>6. The same as before, Rp. 3.000,00 more.</p> <p>7. Around 30% then.</p> <p>8. More than Rp.10.000,00</p> <p>9. Only Rp.1.000 more.</p> <p>10. 10% only because it is expensive already.</p>



6. If you have two option of
medium price food product,

Appendix 4: Research Coding

Knowledge and Awareness of Sustainable Marketing among Generation Z in Indonesia

Initial	Open Code	Axial Code	Selective Code
Y.P	<ul style="list-style-type: none"> -See information regarding sustainable product from the packaging. -Know about sustainable marketing but not interested. 	Familiar with sustainable marketing communication from product packaging.	Sustainable marketing is an eco-friendly product that is informed by its packaging.
	<ul style="list-style-type: none"> -Thinking sustainable marketing is a company that offers eco-friendly product. -Sustainable products are important because of concerns for the environment. 	Sustainable marketing is environmental friendly product.	
A.W	<ul style="list-style-type: none"> -See sustainable marketing through social media; YouTube, Twitter and Instagram. -Following the sustainable trends on social media. 	Understand sustainable marketing through social media trends.	Sustainable marketing is green campaign to make people understand sustainability through social media.
	<ul style="list-style-type: none"> -Sustainable marketing is campaign to market green products in the most sustainable way. - As there are many debates and topics regarding sustainable marketing, it is important to allows customers understand to preserve the planet and the role to create sustainability. 	Sustainable marketing is a green product campaign to make consumers understand sustainability.	



T.A	-Knowledge sustainable marketing from the product information through the packaging.	Know sustainable marketing from food product packaging.	Sustainable marketing is ethical and
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	<p>-Confess not familiar with sustainable marketing but getting exposure from grocery shopping in the supermarkets.</p> <p>-Understand how to determine if the product is sustainable or not.</p>		environmental operation that is informed from food packaging.
	<p>-Sustainable marketing is the level at which you promote products that meet green and social criteria; this includes ethical business practices for the worker and less pollution for the operation process, which leads to green products. - Sustainable products are important as business production and manufacturing processes exploit the environment.</p>	Sustainable marketing is green promotion through ethical and environmental-friendly business operation.	
R.W	<p>-Understand sustainable marketing from textbooks, papers, articles and company annual report.</p> <p>-Confess to be very familiar with sustainable marketing.</p>	Very familiar with sustainable marketing from study materials and company report.	Sustainable marketing is green logo and certifications that can be seen from study materials, company reports and product packaging.
	<p>-Sustainable marketing is when a company markets its product with a sustainable logo and certifications in the packaging of the product and throughout the production process. - Sustainable marketing is the certification provided in the company's annual report.</p>	Sustainable marketing is logo and certification efforts on the green production process of product that can be seen from the packaging.	



	-Sustainability products are critical because of environmental issues; global warming.		
A.T	-See sustainable marketing from the brand and logo of a product. -Confess that familiar with sustainable marketing because of courses taken.	Familiar with sustainable marketing from the product brand and logo.	Sustainable marketing is a social and environmental effort that can be seen from product logos and brands.
	-Sustainable marketing is when a brand markets its product to people as environmentally and socially sustainable. -Believe that sustainable products are important but not all products should be sustainable; products that do not use harmful materials socially and environmentally does not have to be sustainable.	Sustainable marketing is social and environmental promotion of unarmful products.	
N.S	-Know sustainable marketing information from food and beverage products. -Believe that sustainable marketing is good for business development as it may increase the value for both consumers and companies.	Learn about sustainable marketing for food and beverage products that can boost consumer value.	Sustainable marketing is the effort to increase both consumer and company value.
	-Sustainable marketing is helping companies and business development to increase sales and profits. -Sustainable products may increase consumer value through consumer- oriented marketing.	Sustainable marketing develops business value by increasing profit and sales.	



F.P	<p>-Knowledge sustainable marketing from green groceries and social media; Instagram.</p> <p>-Confess to being pretty familiar with sustainable marketing because of courses taken.</p>	<p>Familiar with sustainable marketing from product packaging, social media and courses taken.</p>	<p>Sustainable marketing is the environmental effort of companies that can be seen from product packaging and social media.</p>
	<p>-Sustainable marketing is marketing that emphasizes environmental impact.</p> <p>-Think that sustainable products are important as it may impact both the company and products.</p> <p>-Consider sustainability as the last aspect of food product selection.</p> <p>operations that are affordable, desirable in size, and have a reasonable expiry date.</p>	<p>Sustainable marketing is an environmental effort that impacts both companies and products.</p>	

<p>-Sustainable food products are those that use eco-friendly packaging and an environmentally-friendly production process.</p> <p>- Recognize vegan food as a sustainable food product since livestock generates ammonia and CO₂.</p>	<p>Sustainable food products are vegan foods with eco- friendly packaging and a green production process.</p>
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How Sustainable Marketing Influences Generation Z's Food Product and Grocery Decision Making in Indonesia



Initial	Open Code	Axial Code	Selective Code
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Y.P	-Know that food products are sustainable from the packaging. -No one affects his purchasing decision on food products.	Know if the food product is sustainable from the packaging.	Purchasing decisions are influenced by sustainable branding and communication through food product packaging.
	-Sustainability affects his purchase decision as it is important to protect the world.	Sustainability affects his food products decision.	
	-Thinks that convenience stores are the best place to purchase sustainable food products. Convenience stores are everywhere and easily reachable, which makes them convenient.	Convenient stores are sustainable as they are everywhere.	
A.W	-Know food products are sustainable from the product description on the packaging and product information from search engines like Google.	Know if the food product is sustainable from the packaging and her	Food choices are affected by sustainable packaging

	-Her mom affects her purchasing decisions, which creates her food product choices.	mother's influence her purchasing decision.	communication and word-of- mouth marketing.
	-Sustainable influences her family and her eating habits; she grows	Sustainability affects her eating habits.	



	vegetables and fruits at home.		
	<p>-Believes that there are stores in Indonesia that specifically offer sustainable, vegan, and healthy food products as the best place to purchase sustainable food products.</p> <p>-These specific supermarkets provide healthier, higher-quality, and more sustainable food options.</p>	A particular store is sustainable as it offers healthy, vegan and high quality food product options.	
T.A	<p>-Know that food products are sustainable through their packaging and packaging materials.</p> <p>-Her friend affects her food purchasing decisions as she has one friend that promotes sustainability.</p>	Know if the food product is sustainable from the packaging and its materials, her friend influences her purchasing decision.	Sustainable packaging branding and word-of-mouth marketing affect food product purchasing decisions.
	-Sustainability is a big component in her purchasing decisions when it comes to food products.	Sustainability affects her food purchasing decision.	
	-Determine supermarkets as the best place to buy sustainable food products as long as they use less plastic and choose healthier food products.		
	<p>-Supermarkets offer a variety of brands and products, it has sustainable products section.</p>		



R.W	<p>-Believe that food products are sustainable through the sustainable certifications, labels, and environmental-friendly information on the product packaging.</p> <p>-His mom and his environment affect his purchasing decisions on food products.</p>	<p>Know if the food product is sustainable from the packaging information, his mom and his environment influences his purchasing decision.</p>	<p>Purchasing decisions are affected by sustainable communication through food product packaging, the environment, and word-of-mouth marketing.</p>
	<p>-Sustainable marketing affects his purchasing decision, however he really considered the price and the taste of the food products.</p>	<p>Sustainability affects his food purchasing decision as long as its affordable and tasty.</p>	
	<p>-Traditional markets (<i>pasar</i>) are the best places to buy sustainable food products as they use eco-friendly packaging such as banana leaf instead of plastic.</p> <p>-The open market is sustainable as it tries to emphasize as it offers cheaper prices and discounts on sustainable products, which makes it responsible for sustainability.</p>	<p>Traditional markets (<i>pasar</i>) is sustainable as it use eco-friendly packaging.</p>	
A.T	<p>-Know food products are sustainable from the brand marking; logo and packaging.</p> <p>-His friends affects his purchasing decision on food products.</p>	<p>Know if the food product is sustainable from the packaging and branding with his</p>	<p>Sustainable packaging communication and word-of-mouth marketing</p>



	<p>-Supermarkets offer a variety of brands and products, it has sustainable products section.</p>		
R.W	<p>-Believe that food products are sustainable through the sustainable certifications, labels, and environmental-friendly information on the product packaging.</p> <p>-His mom and his environment affect his purchasing decisions on food products.</p>	<p>Know if the food product is sustainable from the packaging information, his mom and his environment influences his purchasing decision.</p>	<p>Purchasing decisions are affected by sustainable communication through food product packaging, the environment, and word-of-mouth marketing.</p>
	<p>-Sustainable marketing affects his purchasing decision, however he really considered the price and the taste of the food products.</p>	<p>Sustainability affects his food purchasing decision as long as its affordable and tasty.</p>	
	<p>-Traditional markets (<i>pasar</i>) are the best places to buy sustainable food products as they use eco-friendly packaging such as banana leaf instead of plastic.</p> <p>-The open market is sustainable as it tries to emphasize as it offers cheaper prices and discounts on sustainable products, which makes it responsible for sustainability.</p>	<p>Traditional markets (<i>pasar</i>) is sustainable as it use eco-friendly packaging.</p>	



A.T	<p>-Know food products are sustainable from the brand marking; logo and packaging.</p> <p>-His friends affects his purchasing decision on food products.</p>	Know if the food product is sustainable from the packaging and branding with his	Sustainable packaging communication and word-of- mouth marketing
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F.P	-Know if the food products are sustainable from the product label that is regulated by the government, - His mom affects his purchasing decision on food products.	Know if the food product is sustainable from the packaging label with his mom influences his purchasing decision.	Purchasing decisions are influenced by sustainable communication through food product packaging and word-of- mouth marketing.
	- Sustainability affects his purchasing decisions on food products, however it's only a moderate impact.	Sustainability affects his food purchasing decisions with a moderate impact.	
	-Believe that Ranch Market in Indonesia is the best place to purchase sustainable food products. -Ranch Market is considered sustainable because it provides a large selection of sustainable food compared to conventional supermarkets.	Ranch Market is sustainable groceries location as it offers large selection of sustainable food products.	



Appendix 5: Interview Question Pilot Testing Result Pilot Testing Interview Date and Time

Name

Rafika Intan

Blenda Brigitta

Date

Saturday, July 23, 2022 Saturday, July 23, 2022

Time

10.00 A.M GMT +1 03.45 PM GMT+1

Interview media: **Zoom Meeting**

Rafika Intan	23	University	East Java	<ul style="list-style-type: none">- Overall questions can be understood easily- The interview sequence is good- Comment per question: Monthly spending – How much do you usually spend per month? If the "Spend" refers to "Money" you can add the description "Spend your Money per month" Where do you usually see information regarding sustainable product or services? Delete the “service” as you’re discussing about product. How much do you spend monthly on food products? If it is referring to how much money is spent on buying food products, you can add the word "Money" in it.
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Blenda Brigitta	21	University	Yogyakarta	<ul style="list-style-type: none">- The questions are clear and understandable.- The questions sequence is alright.- Overall, everything is good.- For the question: Who influence or affects your purchasing decision on food products? Better to choose one only, either influence or affect. I suggest you use affect.
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